

**TECHNIQUES FOR MONITORING USER ACTIVITIES AT A WEB SITE AND  
FOR INITIATING AN ACTION WHEN THE USER EXITS FROM THE WEB SITE**

**ABSTRACT OF THE DISCLOSURE**

Techniques for monitoring user activities at a web site and for initiating an action when it is  
5 determined that the user has exited the web site. In response to a user accessing a web page  
stored by a web site, an embodiment of the present invention periodically monitors the user's  
activities at the web site and checks if the user has exited the web site. At least one action is  
initiated when it is determined that the user has exited from the web site. According to an  
embodiment of the present invention, the actions comprise displaying a form to the user.  
10 Actions initiated by an embodiment of the present invention may be customized based upon  
user information and information about the user's activities at the web site.

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